

ABSTRACT

MARTABAK UMKM SALES INCREASE SWEET AND MALABAR SARI ECO 27 WITH A SWOT ANALYSIS APPROACH AND B/C RATIO

Martabak is a typical food from Bangka which is quite popular in Palembang. in the city of Palembang Sweet Martabak and Malabar Sari ECO 27 is one of the martabak culinary sellers in Palembang which has been established since 2017. After conducting interviews it was found that every day Sweet Martabak and Malabar Sari ECO 27 prepared 65 portions of dough to be served. selling but the average daily sales is only 55 portions. Sales data shows that the market share of Sweet Martabak and Malabar Sari ECO 27 is 14.66% from 8 other competitors around the place of sale. To formulate the right marketing strategy, a SWOT analysis is carried out to find out the strengths, weaknesses, opportunities and threats of the Sweet Martabak and Malabar Sari ECO 27. From the SWOT analysis, 7 strategies emerge that are ready to be tested. Then the strategy that has been formulated is tested for six days on the Sweet Martabak and Malabar Sari ECO 27. From the results of the trial, there was an increase in sales of the UMKM by an average of 1 portion. the initial average sales of Sweet Martabak and Malabar Sari ECO 27 were 55 portions and after a trial of the strategy implementation the average sales became 56 portions. Apart from being seen from the average sales, the researchers also saw an increase in market share where at the beginning of the research the market share of Sweet Martabak and Malabar Sari ECO 27 was 14.66% and after testing it increased to 17.17%, this shows that from market share data for Sweet Martabak and Malabar Sari ECO 27 increased by 2.51%.

Keywords: *Increased sales, SWOT analysis (Strength, Weakness, Opportunities and Threats), B/C Ratio*